



Palm Springs AIDS WALK & RUN 2010

HEALTH & FITNESS VILLAGE

Saturday, October 23, 2010

Early on the morning of Saturday, October 23rd an estimated 1200+ people will gather at Palm Springs' Ruth Hardy Park to participate in the City's largest outdoor AIDS fundraising event: *Palm Springs AIDS Walk & Run* and Health & Fitness Village. This ethnically and socially diverse crowd has one thing in common: they are committed to fight the ravages of one of the world's deadliest diseases: AIDS.

Event Specifics:

Date: Saturday, October 23, 2010
Location: Ruth Hardy Park – Avenida Caballeros & Tamarisk, Palm Springs
Time: 7:30a.m. - 2:00p.m.
Attendance: More than 1,200 participants and attendees
Contact: Brett Klein, AIDS Walk & Run Event Manager, (760) 969-4504 or bklein@desertaidproject.org

Event Description:

Palm Springs AIDS Walk & Run 2010 and Health & Fitness Village is a fundraising event that benefits the client services of Desert AIDS Project. Since 1988 this outdoor event has netted more than \$5.5 million. Money is raised three ways: 1) Participants are asked to pre-register for the Walk and 5k Run; 2) Participants raise additional money through pledges; 3) Corporations are solicited for sponsorship and marketing support. The Walk & Run course is on the sidewalks and streets of historic Palm Springs' Movie Colony, and featuring beautiful views of the San Jacinto mountains. Participants will be treated to entertainment along the route, water/aid stations and post-event awards and entertainment. Finish line refreshments and sponsor sampling/display booths will be positioned for pre- and post-event opportunities.

Health & Fitness Village:

The Health & Fitness Village is a collection of companies and organizations offering products and services that promote a healthy lifestyle. The Village will offer a wide variety of information, products and services that promote a healthy, fit and aware lifestyle. Attendees will learn about overall health, nutrition and illness prevention, medical treatments, medical and insurance providers, holistic health practices, strength training, running, aerobics, natural foods, vitamins & supplements, massage therapy, athletic and training apparel, skin care, day spas and more. Companies and manufacturers will hand out samples and information, and, when appropriate, offer demonstrations.

A popular DJ will spin tunes and conduct periodic raffle drawings with prizes from sponsoring companies. Attendees will have the chance to win trips, day spa packages, cosmetics, manicures, massages, athletic apparel and more. The Health & Fitness Village will be centrally located in a high traffic area in the middle of the Ruth Hardy Park event site. The Village hours are 10a.m.-2p.m. The Village will be promoted via a professionally produced ad campaign that will include print, internet, direct mail, radio and social media outlets.